
MURDOCH TIES-UP WITH APPLE INC., TO LAUNCH IPAD NEWSPAPER



Newspapers will take another milestone as Rupert Murdoch's News Corp announced that they will launch an iPad-only newspaper in collaboration with Apple Inc. Chief Executive Steve Jobs. The iPad-only newspaper will have its base in New York and will be sold for 99 cents a week. The said newspaper innovation, called the "Daily," will be available exclusively for Apple's iPad soon.

Around 100 journalists have already been hired to compose the editorial team. Some of these include famous names in the journalism field such as Pete Picton, an online editor with low-brow English tabloid "The Sun" and Sasha Frere-Jones, a high-high-high brow New Yorker, who will edit an arts and culture section. The team will mount a publication that combines "a tabloid sensibility with broadsheet intelligence."

Murdoch continues to spread his beats to have larger scope for the meantime. He is also experimenting with paid content through the web with various properties including "The Times." Once launched, Murdoch's "Daily" will face competition from the similar iPad news feed that is said to be trendy and ephemeral- "Flipboard." This news feed is wildly popular today and included in the Time Magazine's 50 Best Inventions of 2010.

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